**Travel Motivators**

A Tourist is usually motivated to travel for more than one reason. Identify travel motivators that may have inspired people to seek out each of the following as a goal for a trip. Write your reasons in the bubble or close to it.

I want to go to an ocean-side hotel in Cuba.

(A)

I want to go to a cattle ranch in Utah.

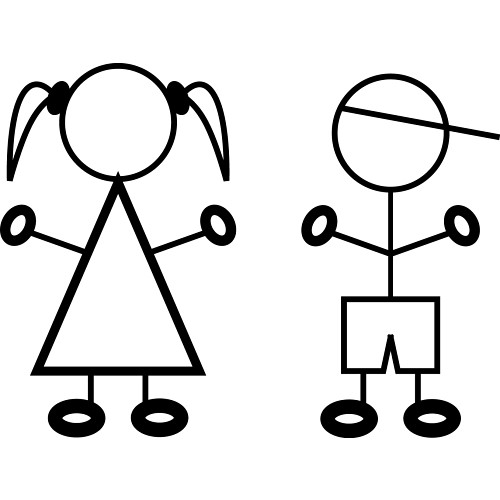
(C)

I want to go to the Imperial Palace in Japan.

(B)

I want to go to the Spa to have my nails done.

(D)



I want to go to a wildlife safari in Kenya.

(E)

Why did you pick those factors?

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D-\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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E-\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Personal travel motivators change over time. Lit the main reasons you would travel at this point in your life. Then think about your future and identify the travel motivators that will:

Decrease in importance as you age:

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Increase in importance as you age:

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Remain important to you throughout your life:

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Works in groups to generate a wide variety of possible activities and destinations for the main travel motivators, I have started it for you. Make sure you each have a copy for your notes.

Travel Motivators, Activities and Destinations

|  |  |  |
| --- | --- | --- |
| Motivating Factor | Travel Activity | Destination |
| Personal  -Fun and Recreation | -winter skiing  -lying on a beach | -European Alps  -Florida |
| Culture  -Art  -Religion | -art gallery tour  -arts summer camp  -visit to important religious building  -pilgrimage | -New York City  -arts center  -Notre Dame, Paris  -Mecca, Saudi Arabia |
| Social and Family |  |  |
| Specialty Travel |  |  |
| Business and Work |  |  |
| Adventure |  |  |
| Environmental |  |  |